**What Is Claimed Is**:

1. A liquid crystal display device, comprising:

a color filter substrate having a black matrix, and color filter layers at a designated region determined by the black matrix;

an array substrate having a gate bus line and a data bus line crossing perpendicularly and defining a unit pixel region, a thin film transistor arranged at an intersection of the gate bus line and the data bus line, a pixel electrode contacting a drain electrode of the thin film transistor and vertically overlapping portions of the gate bus line, the data bus line, an adjacent gate bus line, and an adjacent data bus line, and an organic insulating layer on the pixel electrode and the thin film transistor, wherein a surface of the array substrate is rubbed in a 315 degree direction; and

a liquid crystal layer between the array substrate and the color filter substrate.

2. The liquid crystal display device of claim 1, wherein the pixel electrode and the data bus line have an overlapping

width in a range of about 3 to 5 micrometers (μm), and the pixel electrode and the adjacent data bus line have an overlapping width in a range of about 0 to 2 micrometers (μm).

3. The liquid crystal display device of claim 1, wherein the pixel electrode and the gate bus line have an overlapping width in a range of about 2 to 4 micrometers (μm), and the pixel electrode and the adjacent gate bus line have an overlapping width in a range of about 4 to 6 micrometers (μm).

4. The liquid crystal display device of claim 1, wherein the black matrix corresponding to a region of the data bus line has a width equal to or less than half of a width of the gate bus line.

5. The liquid crystal display device of claim 1, wherein the black matrix corresponding to a region of the data bus line has a width equal to or less than half of a width of the data bus line.

6. The liquid crystal display device of claim 1, wherein the organic insulating layer has a thickness of about 2.5 to 3 micrometers (μm).

7. The liquid crystal display device of claim 1, wherein the organic insulating layer has a reflective index in a range of about 1.5 to 1.6.

8. The liquid crystal display device of claim 1, wherein the organic insulating layer has a dielectric constant in a range of about 3.3 to 3.5.

9. A liquid crystal display device, comprising:

a color filter substrate having a black matrix, and color filter layers at a designated region determined by the black matrix;

an array substrate having a gate bus line and a data bus line crossing perpendicularly and defining a unit pixel region, a thin film transistor arranged at an intersection of the gate bus line and the data bus line, a pixel electrode contacting a

drain electrode of the thin film transistor and vertically overlapping portions of the gate bus line, the data bus line, an adjacent gate bus line, and an adjacent data bus line, and an organic insulating layer on the pixel electrode and the thin film transistor, wherein a surface of the array substrate is rubbed in a 225 degree direction; and

a liquid crystal layer between the array substrate and the color filter substrate.

10. The liquid crystal display device of claim 9, wherein the pixel electrode and the data bus line have an overlapping width in a range of about 0 to 2 micrometers (μm), and the pixel electrode and the adjacent data bus line have an overlapping width in a range of about 3 to 5 micrometers (μm).

11. The liquid crystal display device of claim 9, wherein the pixel electrode and the gate bus line have an overlapping width in a range of about 2 to 4 micrometers (μm), and the pixel electrode and the adjacent gate bus line have an overlapping width in a range of about 4 to 6 micrometers (μm).

12. The liquid crystal display device of claim 9, wherein the black matrix corresponding to a region of the data bus line has a width equal to or less than half of the width of the gate bus line.

13. The liquid crystal display device of claim 9, wherein the black matrix corresponding to a region of the data bus line has a width equal to or less than half of the width of the data bus line.

14. The liquid crystal display device of claim 9, wherein the organic insulating layer has a thickness of about 2.5 to 3 micrometers (μm).

15. The liquid crystal display device of claim 9, wherein the organic insulating layer has a reflective index in a range of about 1.5 to 1.6.

16. The liquid crystal display device of claim 9, wherein the organic insulating layer has a dielectric constant in a range of about 3.3 to 3.5.